AMENDMENTS TO THE SPECIFICATION:

Please replace paragraphs [0139] and [0140] with the following amended paragraphs:

[0139] Fig. 15 illustrates a flow chart of the logical decision making steps of a preferred method of maintaining the Database, as used in an Identifier Module, 24, and a Merger Module, 28. Each record of the received dataset is preferably processed by sequentially performing: an Email Address Test, a Recipient Test, a Postal Address Test, and a Name Test. In the method shown in Fig. 15, the data records are analyzed individually to determine and store all the associations between various data elements contained in the records. To simplify the explanation, this discussion will describe a Database that stores names, postal addresses, and Email addresses. However, it can easily be extended for any other type of PII such as phone numbers, etc. (And, as noted above, the invented method does not require the Database to contain more than a single type of PII.) ~~As discussed previously, a preferred method to identify and store PII would be use to a database template with the following population:~~

[0140] ~~dd~~Recipient--Has one record per uniquely identified Recipient.

Please replace paragraphs [0173] and [0174] with the following amended paragraphs:

[0173] Fig. 16 illustrates the steps of a second data-inputting method for embodiments of the present invention, wherein the data structure of the Database consists of a single table, where each row or record comprises at least three elements of PII: preferably, an Email address, a postal address, and a Recipient''s name (for example, see FIG. 4). Each element of information may be represented by one or more fields in the table. For example, postal addresses may be comprised of the following fields: street address, city, state, and postal code. The advantage of such a simple table is the speed with which Database searching occurs, as well as ease of maintenance of the data. Received data records are preferably prepared in a standardized format <u>(step 94)</u> either at the Data Provider, or in the Receiver Module of the Data Manager. Each element and field is standardized, once records having missing or invalid elements are discarded (step 92) <u>in the Receiver Module</u>.

[0174] Such standardization (step 94) makes comparison a simple matter of comparing PII elements (i.e., a complete data record), and having a simple pass/fail test <u>in the Identifier Module (step 96)</u> regarding the matching of the received data versus data already in the Database. If the record is not in the Database, it is added (step 98) <u>by the data Merger Module</u>. Otherwise, the next record is loaded and the process is repeated.

Please add the following <u>new</u> paragraph after paragraph [0139]:

[0139.1] As discussed previously, a preferred method to identify and store PII would be use to a database template with the following population: